Video Production

Municipal Producer, Trevor Scholl, completed six productions in March, The shows include two projects with the Blaine Police Department, an episode of Mayor's Minutes and a business profile. He also recorded a Blaine Public Works safety meeting for internal use by the City. Programs were also produced by T.J. Tronson for the city channels. Trevor reaches out to city officials and department contacts, every month, regarding potential programming for the channels. City staff and elected officials are encouraged to contact Trevor with any ideas or requests for programming.

▪ March Completed Videos/Playing on City Cable Channels & Streaming

Title	Producer	Runtime
Mayor's Minutes: Centerville Spring 2022	Trevor Scholl	00:04:06
Business Matters: Car Green Rentals	Trevor Scholl	00:03:44
Spring Lake Park Recycling Day Event	Trevor Scholl	00:02:15
Blaine Police Department: Embedded Mental Health Professional	Trevor Scholl	00:03:07
Blaine Police Department: Senior Scam Prevention	Trevor Scholl	00:21:20
Blaine Public Works Safety Meeting (Internal Purposes)	Trevor Scholl	00:48:18
North Metro Cable Commission Meeting (3/16/22)	T.J. Tronson	00:28:59
Anoka County Board Meeting (3/8/22)	T.J. Tronson	00:54:47
Anoka County Board Meeting (3/22/22)	T.J. Tronson	01:24:33

Some projects that Trevor is working on or is scheduled to produce include:

- Kottke Bus Service Commercial
- Centerville Centerstage: Public Storage
- Ham Lake business profile: Vocate Workspaces
- Blaine business profile: Thorne Bros Fishing
- Forgotten Star Brewing feature
- Blaine Facebook live town halls
- Gathering b-roll footage of Blaine wetland sanctuary

Equipment Consulting/Technical Support

Blaine
- No assistance required.

Centerville
- 3.2.22: Lost connectivity to a council chamber TV. Cycled the power on the HDMI receiver. Repositioned receiver for easy access in future.
- 3.8.22: Tested the loaner Tricaster. Tried to replicate problem on original unit. Plugged in old unit. Same problem exists. Loaner unit works.
- 3.10.22: Newtek notified us that we can keep the functioning loaner Tricaster. Will send back defective unit.
- 3.16.22: Installed new Tricaster. Re-configure network settings. Copied graphic files from old unit to new. Set up different shows for each of Centerville's meetings.
- 3.16.22: Trouble with audio during meeting. Talked freelancer through fixing problem.
- 3.17.22: Set all mic settings on the different shows to new inputs.

Circle Pines
- No assistance required.

Ham Lake
- No assistance required.

Lexington
- No assistance required.

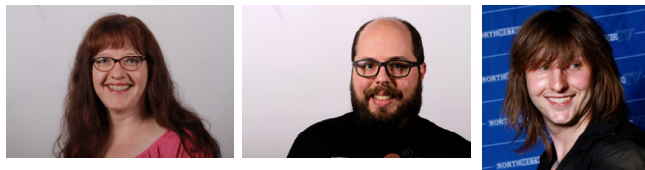**Lino Lakes**
- No assistance required.

Spring Lake Park
- No assistance required.

All Cities
- March: Conduct closed captioning tests. Troubleshoot networking/equipment challenges.

Channel Management

Programming Coordinator, Michele Silvester, along with help from Eric Houston, and Trevor Scholl, is responsible for processing and scheduling the programming on the City channels. There are three categories of programs that are scheduled on the City channels; live and replayed meetings, NMTV staff created video content, and informational graphics pages. All categories of programming must be encoded, scheduled, and entered into the Tightrope playback system or entered into the Carousel video files. As each live meeting is being recorded at City Hall, it is routed to the North Metro TV head-end and then sent out over the cable system live. At the same time it is also encoded on a server for future playbacks. The following meetings were processed in March:

Title	Producer	Runtime
Blaine City Council Meeting (3/2/22)	T.J. Tronson	01:48:13
Blaine Planning Commission Meeting	T.J. Tronson	00:36:38

(3/8/22)		
Blaine Special City Council Meeting (3/10/22)	T.J. Tronson	00:06:35
Blaine City Council Meeting (3/21/22)	Trevor Scholl	00:52:34
Blaine Park Board Meeting (3/22/22)	Trevor Scholl	00:29:07
Centerville Planning & Zoning Meeting (3/1/22)	John Murphy	01:34:18
Centerville Park & Rec Meeting (3/2/22)	John Murphy	01:48:27
Centerville City Council Meeting (3/9/22)	Teresa Bender	02:32:43
Centerville EDA Meeting (3/16/22)	John Murphy	02:04:03
Centerville City Council Meeting (3/23/22)	Danika Peterson	01:26:55
Circle Pines City Council Meeting (3/8/22)	Patrick Willson	00:34:17
Circle Pines Utility Commission Meeting (3/16/22)	Eric Houston	00:31:46
Circle Pines City Council Meeting (3/22/22)	Patrick Willson	00:31:40
Ham Lake City Council Meeting (3/7/22)	Patrick Willson	00:31:44
Ham Lake Planning Commission Meeting (3/14/22)	Patrick Willson	00:20:32
Ham Lake City Council Meeting (3/21/22)	Patrick Willson	01:19:28
Ham Lake Planning Commission Meeting (3/28/22)	Patrick Willson	00:17:06
Lexington City Council Meeting (3/3/22)	Lexington Staff	00:04:09
Lexington City Council Meeting (3/17/22)	Lexington Staff	00:15:26
Lino Lakes City Council Meeting (3/14/22)	Rusty Ray	00:24:04
Lino Lakes City Council Meeting (3/28/22)	Anne Serwe	00:05:35
Spring Lake Park City Council Meeting (3/7/22)	Emerson Rice	00:43:52
Spring Lake Park City Council Meeting (3/21/22)	Emerson Rice	01:41:32
Spring Lake Park Planning Commission Meeting (3/28/22)	Emerson Rice	00:53:26
24 New Programs		**21:34:10 New Hours**

Meetings are scheduled for replay based on schedules requested by each City. Additional longer-length video programming, produced by NMTV staff, is also scheduled on the channels. With the arrival of the Carousel units, shorter-length videos and promos are loaded onto those devices, rather than being scheduled as separate playbacks. The short videos cycle through, with graphics pages, and play on the channels whenever a scheduled program is not playing. Depending on whether a City selected the split screen or full screen Carousel option, the shorter videos are cycling 24 hours a day. The table below outlines how many times a longer-length video program was entered into the Tightrope system, and played back on each City channel.

City	Number of Times Programs Played	Hours Programmed on Channel
Blaine	216	173:53:37
Centerville	61	115:33:30
Circle Pines	141	107:13:49
Ham Lake	66	38:22:08
Lexington	97	19:27:35
Lino Lakes	69	30:12:45
Spring Lake Park	103	104:09:05
Totals:	**753 Program Playbacks**	**588:52:29 Hours of Video Programming on Channels**

The last category of programming on City channels consists of bulletin board, or graphics pages, that display information about the City or about events and issues of interest to citizens. With the installation of the Carousel units, Eric Houston has assumed responsibility for updating the information on all seven channels. He works closely with each City's representative to ensure that all requested data slides are created and posted to the satisfaction of the City. Even though Eric is doing the work of creating the data pages, the Cities maintain editorial control. In addition to the graphics pages, the Carousel units play video. Trevor Scholl is responsible for encoding any short videos that are displayed. The following work was done for City Carousel units in March:

Blaine
· Transcoded and uploaded 3 videos to Carousel.
Centerville
· Transcoded and uploaded 3 videos to Carousel.
· Emailed information regarding new city channel Carousel layout.
Circle Pines
· Transcoded and uploaded 2 videos to Carousel.
Ham Lake
· Transcoded and uploaded 2 videos to Carousel.
Lexington
· Transcoded and uploaded 2 videos to Carousel.
· Emailed Brenda copies of all 28 slides currently running on Lexington Carousel.
· Removed 4 slides.
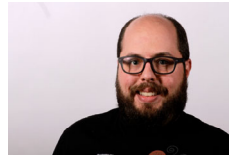· Created 1 new Carousel graphic.
Lino Lakes
· Transcoded and uploaded 2 videos to Carousel.
Spring Lake Park
· Transcoded and uploaded 4 videos to Carousel.
· Created 7 new Carousel graphics page.

Meetings on Demand

NMTV has created a video on demand service, with line-item bookmarking, for our Cities' meetings. In order to accomplish this, each encoded meeting has to undergo several steps. The meeting must first be transferred and transcoded from the playback server to the video on demand server. Once that is done, a staff member must go through the meeting entering a bookmark at the start of each meeting line-item, and enter the corresponding line-item information. Next, the meeting is linked to the NMTV website's city meeting page for video on demand. The following number of meetings were bookmarked and/or placed on VOD for the Cities in March:

Blaine
- 5 meetings bookmarked and placed on VOD.

Centerville
- 5 meetings bookmarked and placed on VOD.

Circle Pines
- 3 meetings bookmarked and placed on VOD.

Ham Lake
- 4 meetings bookmarked and placed on VOD.

Lexington
- 2 meeting placed on VOD.

Lino Lakes
- 2 meetings bookmarked and placed on VOD.

Spring Lake Park
- 3 meetings bookmarked and placed on VOD

Administrative

Issues dealt with in March include moving forward with closed captioning, and making progress on goals for 2022.

Closed Captioning Research and Testing
- Worked with staff to understand and solve routing and converting issues with Tightrope solution.
- Were able to solve captioning on streaming servers issue.
- Conducted further tests on utilizing Tightrope on cable channels.
- Wrote memo updating Operations Committee on closed captioning status.
- Recommended hybrid closed captioning solution utilizing both ENCO and Tightrope systems.

Goals Progress
- Completed personal development plan.
- Requested and received new staff photos for Meet the Staff document.
- Updated NMTV Services document.
- Contacted area Executive Directors regarding participation in a pay study.
- Coordinating Zoom meetings to discuss parameters of pay study and consideration of other issues facing community television.

Miscellaneous

- Meet via Zoom with City of Blaine finance staff and Ben Hayle.
- Complete and send insurance liability waiver form.
- Email OTT information to Mayor Love.
- Attend NATOA closed captioning webinar.
- Wrote minutes for Operations Committee.
- Received and documented monthly Comcast subscriber reports.
- Read March Legal Report and forwarded to Operations Committee and Cable Commission.
- Read industry articles.